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Production of  
ICE CREAM  
and  
RELATED FROZEN PRODUCTS  
-- MARCH 1963 --

U. S. DEPT. OF AGRICULTURE  
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U.S. DEPARTMENT OF AGRICULTURE  
Statistical Reporting Service  
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CURRENT SERIAL RECORDS

ICE CREAM PRODUCTION

Production of ice cream in the United States in March was estimated at 55,555,000 gallons, the Crop Reporting Board reports. This was only fractionally larger than in March 1962 and 6 percent greater than the 1957-61 average for the month. From February to March this year, output advanced 17 percent, compared with 15 percent at this time last year and 18 percent on the average in the 1957-61 period. Temperatures during March were warmer than normal in most of the country except an area of the West extending from the Oregon and California coast to the middle portion of Colorado and New Mexico.

Compared with March 1962, production of ice cream was 4 percent less in the North Atlantic States, where all states showed losses except Pennsylvania. Output decreased 1 percent in the East North Central States and was fractionally lower in the Mountain States. Increases in the remaining regions ranged from fractional in the South Atlantic and the South Central to 11 percent in the Pacific. Production increased 3 percent in the West North Central States. In the three leading ice cream-producing states, output was up 1 percent in Pennsylvania and 9 percent in California, but down 7 percent in New York.

Compared with the 5-year, 1957-61, average for March, ice cream production was larger in all regions of the country. Increases varied from 3 percent in the North Atlantic States to 13 percent in both the South Atlantic and the Mountain. Output was 4 percent larger in the East North Central Region and 6 percent greater in the West North Central. Other gains were 4 percent in the South Central States and 11 percent in the Pacific. Production was below average in New Jersey, Ohio, Michigan, Iowa, Missouri, District of Columbia, West Virginia, Alabama, and Louisiana. Output was up in all other important-producing states. In the three leading states, production was above average by 6 percent in New York, 1 percent in Pennsylvania and 8 percent in California.

PRODUCTION OF ICE CREAM, UNITED STATES, 1963

| MONTH             | 1957-61<br>Average 1/ | 1961 1/ | ESTIMATED        |         | CHANGE FROM: |      |
|-------------------|-----------------------|---------|------------------|---------|--------------|------|
|                   |                       |         | 1962             | 1963    | 1957-61 Av.  | 1962 |
|                   |                       |         | Thousand Gallons |         | Percent      |      |
| January .....     | 43,212                | 43,982  | 45,430           | 47,045  | + 9          | + 4  |
| February .....    | 44,128                | 45,123  | 48,145           | 47,345  | + 7          | - 2  |
| March .....       | 52,281                | 58,650  | 55,500           | 55,555  | + 6          | 0    |
| THREE MONTH TOTAL | 139,621               | 147,755 | 149,075          | 149,945 | + 7          | + 1  |

1/From enumerations.

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## PRODUCTION OF ICE CREAM: MARCH 1963

4-23-63

| STATE AND<br>GEOGRAPHIC<br>DIVISION | 5-YEAR<br>MARCH<br>AVERAGE<br>1957-61 1/ | MARCH            |           |        | PERCENT CHANGE<br>IN MARCH 1963<br>PRODUCTION FROM: |              |
|-------------------------------------|--|------------------|-----------|--------|---|--------------|
|                                     |  | 1961 1/          | ESTIMATED |        | 5-YEAR<br>AVERAGE                                   | MAR.<br>1962 |
|                                     |  |                  | 1962      | 1963   |   |              |
|                                     |  | Thousand Gallons |           |        | Percent   |              |
| Massachusetts .....                 | 2,058*                                   | 2,471            | 2,460     | 2,310  | + 12  | - 6          |
| Connecticut .....                   | 661                                      | 700              | 785       | 720    | + 9   | - 8          |
| New York .....                      | 5,407                                    | 6,232            | 6,150     | 5,710  | + 6   | - 7          |
| New Jersey .....                    | 1,429                                    | 1,645            | 1,350     | 1,330  | - 7   | - 1          |
| Pennsylvania .....                  | 5,497                                    | 6,087            | 5,450     | 5,530  | + 1   | + 1          |
| Other N.A. States ...               | 745                                      | 763              | 805       | 735    | - 1   | - 9          |
| NO. ATLANTIC STATES                 | 15,797                                   | 17,898           | 17,000    | 16,335 | + 3   | - 4          |
| Ohio .....                          | 3,298                                    | 3,506            | 2,950     | 3,100  | - 6   | + 5          |
| Indiana .....                       | 2,007                                    | 2,514            | 2,560     | 2,440  | + 22  | - 5          |
| Illinois .....                      | 2,747                                    | 3,229            | 2,840     | 2,930  | + 7   | + 3          |
| Michigan .....                      | 2,384                                    | 2,571            | 2,450     | 2,250  | - 6   | - 8          |
| Wisconsin .....                     | 1,637                                    | 1,823            | 1,810     | 1,800  | + 10  | - 1          |
| E. N. CENTRAL STATES                | 12,073                                   | 13,643           | 12,610    | 12,520 | + 4   | - 1          |
| Minnesota .....                     | 1,375                                    | 1,510            | 1,480     | 1,590  | + 16  | + 7          |
| Iowa .....                          | 947                                      | 887              | 880       | 880    | - 7   | 0            |
| Missouri .....                      | 1,284                                    | 1,342            | 1,250     | 1,210  | - 6   | - 3          |
| N. & S. Dakota .....                | 351                                      | 390              | 345       | 405    | + 15  | + 17         |
| Nebraska .....                      | 645                                      | 736              | 730       | 790    | + 22  | + 8          |
| Kansas .....                        | 466                                      | 518              | 540       | 515    | + 11  | - 5          |
| WEST NO. CENT. STATES               | 5,068                                    | 5,383            | 5,225     | 5,390  | + 6   | + 3          |
| District of Columbia                | 560                                      | 593              | 670       | 550    | - 2   | - 18         |
| Maryland .....                      | 1,036                                    | 1,248            | 1,160     | 1,160  | + 12  | 0            |
| Virginia .....                      | 861                                      | 1,039            | 985       | 1,045  | + 21  | + 6          |
| West Virginia .....                 | 419                                      | 431              | 365       | 370    | - 12  | + 1          |
| North Carolina .....                | 1,010                                    | 1,180            | 1,190     | 1,195  | + 18  | 0            |
| Georgia .....                       | 615                                      | 688              | 685       | 700    | + 14  | + 2          |
| Florida .....                       | 1,586                                    | 1,897            | 1,850     | 1,870  | + 18  | + 1          |
| Other S.A. States ...               | 527                                      | 677              | 580       | 610    | + 16  | + 5          |
| SO. ATLANTIC STATES                 | 6,614                                    | 7,753            | 7,485     | 7,500  | + 13  | 0            |
| Tennessee .....                     | 1,126                                    | 1,227            | 1,190     | 1,180  | + 5   | - 1          |
| Alabama .....                       | 661                                      | 719              | 600       | 580    | - 12  | - 3          |
| Louisiana .....                     | 668                                      | 696              | 610       | 600    | - 10  | - 2          |
| Oklahoma .....                      | 412                                      | 470              | 400       | 435    | + 6   | + 9          |
| Texas .....                         | 1,592                                    | 1,893            | 1,860     | 1,920  | + 21  | + 3          |
| Other S.C. States ...               | 783                                      | 824              | 800       | 750    | - 4   | - 6          |
| SO. CENTRAL STATES                  | 5,242                                    | 5,829            | 5,460     | 5,465  | + 4   | 0            |
| Colorado .....                      | 562                                      | 668              | 720       | 750    | + 33  | + 4          |
| Other Mt. States ....               | 1,213                                    | 1,301            | 1,290     | 1,255  | + 3   | - 3          |
| MOUNTAIN STATES                     | 1,775                                    | 1,969            | 2,010     | 2,005  | + 13  | 0            |
| Washington .....                    | 931                                      | 1,045            | 970       | 1,160  | + 25  | + 20         |
| Oregon .....                        | 436                                      | 458              | 430       | 480    | + 10  | + 12         |
| California .....                    | 4,345                                    | 4,672            | 4,310     | 4,700  | + 8   | + 9          |
| PACIFIC STATES                      | 5,712                                    | 6,175            | 5,710     | 6,340  | + 11  | + 11         |
| UNITED STATES                       | 52,281                                   | 58,650           | 55,500    | 55,555 | + 6   | 0            |

1/From enumerations.

ICE MILK PRODUCTION

Production of ice milk in the United States in March totaled 12,290,000 gallons. This was 2 percent more than in March 1962 and 42 percent greater than the 1957-61 average for the month. Output advanced 33 percent from February to March, compared with 30 percent at this time in 1962 and 40 percent on the average in the 1957-61 period. Total production in the first three months of this year was 30,350,000 gallons: up 4 percent from the first quarter of 1962 and 47 percent from the 5-year average for the period.

Compared with March 1962, production decreased in the East North Central and the West North Central regions, while it increased in all the remaining regions. All regions showed gains from February.

PRODUCTION OF ICE MILK, UNITED STATES, 1963

| MONTH             | 1957-61<br>Average 1/ | 1961 1/ | ESTIMATED        |        | CHANGE FROM: |      |
|-------------------|-----------------------|---------|------------------|--------|--------------|------|
|                   |                       |         | 1962             | 1963   | 1957-61 Av.  | 1962 |
|                   |                       |         | Thousand Gallons |        | Percent      |      |
| January .....     | 5,768                 | 6,946   | 7,870            | 8,815  | + 53         | + 12 |
| February .....    | 6,192                 | 7,541   | 9,235            | 9,245  | + 49         | 0    |
| March .....       | 8,678                 | 11,130  | 12,015           | 12,290 | + 42         | + 2  |
| THREE MONTH TOTAL | 20,638                | 25,617  | 29,120           | 30,350 | + 47         | + 4  |

1/From enumerations.

SHERBET PRODUCTION

Sherbet production in the United States in March totaled 2,820,000 gallons. This was 8 percent more than in March 1962 and 9 percent larger than the 1957-61 average for the month. The seasonal increase of 34 percent this year from February compares with previous gains of 28 percent at this time a year earlier and 39 percent on the average in the 1957-61 period. Output increased strongly in all regions.

Compared with March 1962, production decreased in the North Atlantic and the West North Central Regions. Increases occurred in all the remaining regions.

PRODUCTION OF SHERBET, UNITED STATES, 1963

| MONTH             | 1957-61    | 1961 1/ | ESTIMATED        |       | CHANGE FROM: |      |
|-------------------|------------|---------|------------------|-------|--------------|------|
|                   | Average 1/ |         | 1962             | 1963  | 1957-61 Av.  | 1962 |
|                   |            |         | Thousand Gallons |       | Percent      |      |
| January .....     | 1,781      | 1,957   | 1,925            | 2,040 | + 15         | + 6  |
| February .....    | 1,862      | 2,041   | 2,040            | 2,110 | + 13         | + 3  |
| March .....       | 2,581      | 3,067   | 2,610            | 2,820 | + 9          | + 8  |
| THREE MONTH TOTAL | 6,224      | 7,065   | 6,575            | 6,970 | + 12         | + 6  |

1/From enumerations.



### "MELLORINE-TYPE" FROZEN DESSERTS PRODUCTION

U.S. production of Mellorine and other frozen desserts made with fats and oils other than milkfat was 3,830,000 gallons in March, the Crop Reporting Board reports. This was only fractionally larger than in March 1962, but was 19 percent greater than the 1957-61 average for the month.

Output gained 24 percent from February to March this year, the same as the 5-year average increase. The advance was only 12 percent from February to March in 1962. Seasonal gains occurred in all important Mellorine producing states.

Compared with March 1962, production was less in Illinois, Missouri, Louisiana and California. Output was unchanged in Indiana. Increases were shown in all other Mellorine-producing states.

#### PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES, 1963

| MONTH             | 1957-61<br>Average 1/ | 1961 1/          | ESTIMATED |        | CHANGE FROM: |      |
|-------------------|-----------------------|------------------|-----------|--------|--------------|------|
|                   |                       |                  | 1962      | 1963   | 1957-61 Av.  | 1962 |
|                   |                       | Thousand Gallons |           |        | Percent      |      |
| January .....     | 2,361                 | 2,825            | 3,060     | 3,085  | + 31         | + 1  |
| February .....    | 2,590                 | 3,066            | 3,420     | 3,100  | + 20         | - 9  |
| March .....       | 3,223                 | 4,044            | 3,825     | 3,830  | + 19         | 0    |
| THREE MONTH TOTAL | 8,174                 | 9,935            | 10,305    | 10,015 | + 23         | - 3  |

1/From enumerations.

### WATER ICE PRODUCTION

Production of water ices in March was estimated at 1,825,000 gallons: about the same as in March 1962 but 1 percent less than the 1957-61 average for the month. The January-March total of 3,635,000 pounds was up 3 percent from a year earlier and 5 percent from the 5-year average for the month. The gain from February to March this year was 83 percent, compared with 85 percent at this time last year and 103 percent between the 5-year averages of these months. Output gained sharply from February in all regions of the country.

Compared with March 1962, changes were mixed. Production was unchanged in the South Atlantic States, while it was larger in the West North Central and the West. The remaining regions showed decreases.

#### PRODUCTION OF WATER ICES, UNITED STATES, 1963

| MONTH             | 1957-61<br>Average 1/ | 1961 1/          | ESTIMATED |       | CHANGE FROM: |      |
|-------------------|-----------------------|------------------|-----------|-------|--------------|------|
|                   |                       |                  | 1962      | 1963  | 1957-61 Av.  | 1962 |
|                   |                       | Thousand Gallons |           |       | Percent      |      |
| January .....     | 720                   | 794              | 720       | 815   | + 13         | + 13 |
| February .....    | 907                   | 1,084            | 985       | 995   | + 10         | + 1  |
| March .....       | 1,840                 | 2,279            | 1,820     | 1,825 | - 1          | 0    |
| THREE MONTH TOTAL | 3,467                 | 4,157            | 3,525     | 3,635 | + 5          | + 3  |

1/From enumerations.